

Six top reasons why HOYS 60th is a celebration not to be missed!



The world's most famous horse show returns to The NEC in October 2008 (8th - 12th) to celebrate its 60th Anniversary. With the most spectacular programme of events ever seen at Britain's biggest indoor equestrian venue, Horse of the Year Show (HOYS) hosts the finals of the most highly regarded national showing and show jumping championships alongside top international show jumping and celebrates the end of the competitive season in true style. This year's Diamond Jubilee means dazzling performances, stunning displays and tense competition resulting in an equestrian extravaganza not to be missed.

6 reasons that make this year extra special:

1. The Jubilee Video Journal

A bespoke video diary room will be situated in the Retail Village where visitors will be able to come in every day to share their HOYS related thoughts and memories! Highlights of the footage will be aired on the HOYS website after the Show!



2. Dressage Masterclass with Katie Price and Andrew Gould

Alongside the prestigious competition, an additional highlight of the Show will feature Katie Price performing Dressage to Music on Friday 10th October on her horse, Jordan's Glamour Girl. In preparation for her appearance at HOYS, Katie has been training hard,

"Ever since I can remember, I've dreamt of riding at Horse of the Year Show. I know I'm not of the same standard as those riding there competitively but I'm working with my dressage trainer, Andrew Gould, on something that will have a definite 'wow' factor. I can't wait!"

Katie will also be signing autographs during additional days and performances.

3. Household Cavalry Musical Ride presented by Equimax

Charging into the frontline at HOYS, the imperial Household Cavalry will form part of what promises to be the greatest Show to date with their latest impressive and breath-taking performance which has been specially choreographed to celebrate the 60th show. The ever popular display will demonstrate exceptional horsemanship and the very best of British traditions dating back to 1660 during every performance.

4. New Caldene Arena

This year the show's layout has also been improved. The Caldene Arena has been enlarged and relocated to the opposite end of the venue, allowing more people to access this prestigious showing arena, which will also be conveniently located adjacent to the main entrance.

5. Sunday's Celebrity Gala Evening

The climax of the week, where Champions are crowned and celebrities from the world of sport and entertainment come together to commemorate Horse of the Year Show's Diamond Jubilee - champagne glasses at the ready!

6. The Diamond Jubilee Parade

A host of competitors and personalities from HOYS past and present will take to the arena in a nostalgic parade to celebrate this milestone event during Sunday evening's performance.

No matter how old or how horsey, all visitors will be treated to an action-packed spectacular. Classes including the famous Puissance and the prestigious showing Championships such as Horse Deals Supreme Horse of the Year will headline the Show. In addition visitors will be amazed by displays such as crowd favourite the Household Cavalry, presented by Equimax, and back by popular demand the Osborne Refrigerators Musical Drive of the Heavy Horses. This year will also see the high speed Scurry Driving and the final of the nail-biting Prince Philip Cup Pony Club Mounted Games.

The spacious Retail Village housing more than 250 retail outlets will now be located in the centre of the show layout, between the Caldene Arena and the Andrews Bowen

International Arena. Visitors will also have the opportunity to come face to face with a variety of different breeds in the Interactive Feature Area and enjoy a host of additional visitor attractions including rider signings.

With two arenas, 1,500 horses, 1,400 competitors and a huge variety of shopping at over 250 stands, 1.2 million square feet of The NEC is transformed into a horse lover's paradise.

Also new for this year! - If you know someone who has qualified for HOYS and you think their qualifying journey was a special achievement then vote for their story on the HOYS website. All qualifiers are given the opportunity to have their story posted on the HOYS website and the one with the most votes will win VIP hospitality and £100 of HOYS official merchandise! So get online and get voting!

For show information and to book visit www.hoys.co.uk or call the Box Office on 08719 45 45 00.

